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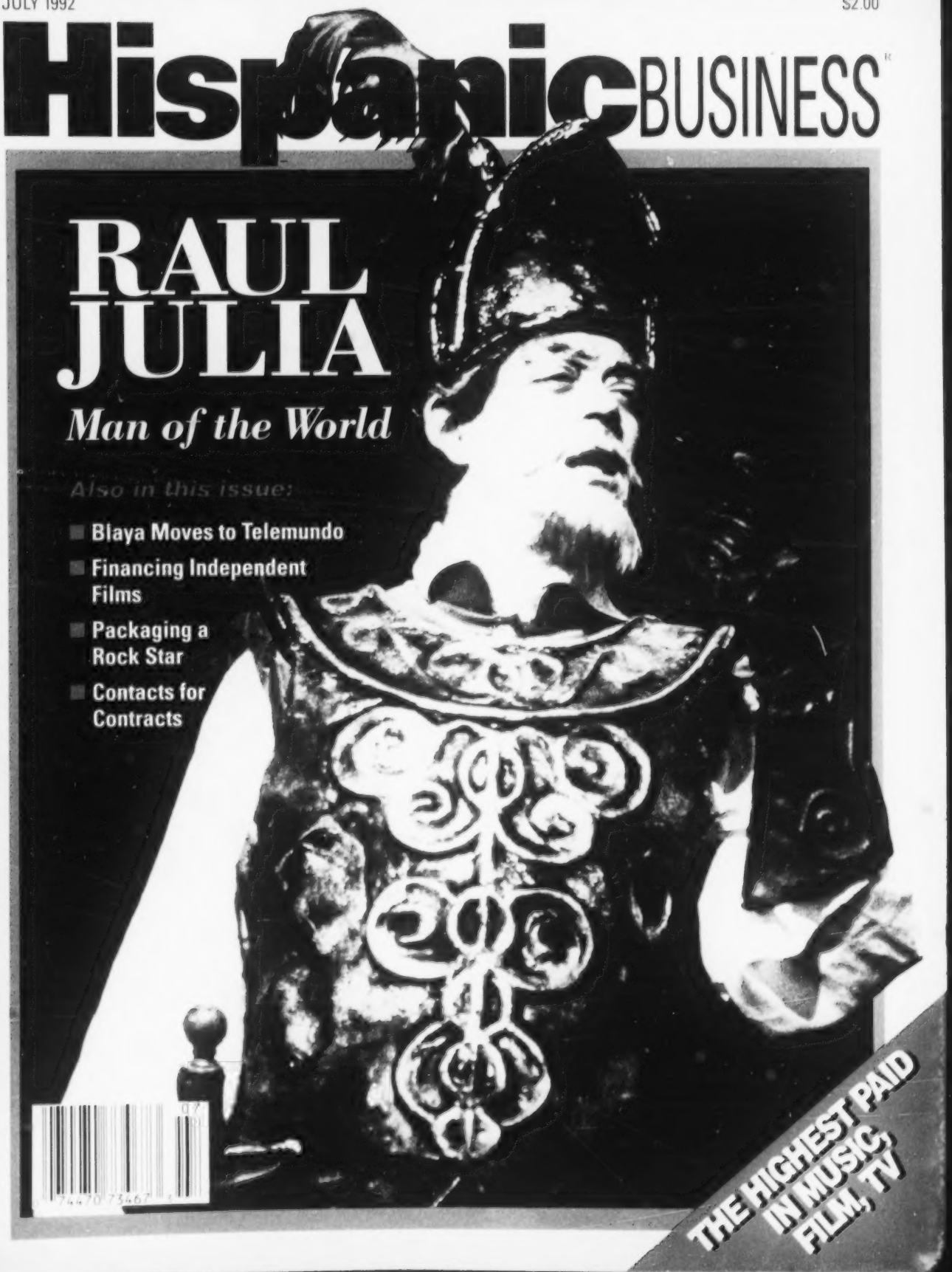

RAUL JULIA

Man of the World

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- Packaging a Rock Star
- Contacts for Contracts

THE HIGHEST PAID IN MUSIC, FILM, TV

HispanicBUSINESS

July 1992 Volume 14, Number 7

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Julio Iglesias earns more than any other Hispanic entertainer.

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Raul Julia is Don Quixote in the play "Man of La Mancha." Photo by Joan Marcus.

Cover design by Buffalo Brothers Studios West.

DIRECTline

As we go to press, at the end of the primary season, the domestic political world looks very different than it did last winter in New Hampshire. Tsongas, Kerrey, Harkin, Buchanan—all are gone from the stage (although Tsongas's presence continues to be felt). For all practical purposes California's Jerry Brown is also a goner. It looks, at this point, as if Clinton and Bush will lock horns after their respective parties meet for the nominating conventions.

Meantime, a major and unexpected new variable has burst onto the scene. His name starts with a "P", as in populist and president.

Over the past decade, while the world roiled and changed, the American electorate seemed to be playing Rip van Winkle. First, Japan stepped up to the plate and started hitting home runs while we sat complacently in the grandstands and watched. In the early '80s we stopped being a creditor nation and became the largest debtor nation in the history of the world. The country's streets were filled more and more with homeless people and even homeless families. America's youth—and not only those in the inner cities—simply gave up thinking about the future and instead turned on to gratification here and now, through material goods, sex, rock music, and drugs. The infrastructure so critical to successful commerce and industry was allowed to decay. More and more the small farmers were driven off the land.

"Small business succeeded in spite of government."

But there was some good news, and it came from the small business sector. While corporations floundered and government spent, countless energetic entrepreneurs made their small companies grow and grow.

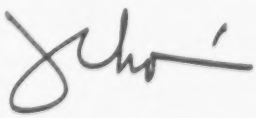
Is there a lesson here? Yes, several, and an important one we mustn't forget is that all these creative initiatives have not sprung from the efforts of politicians or government. Indeed, small business succeeded during the past decade in spite of government.

The major issue before the country as we move into an interesting season of politics and character bashing is very definitely an issue of leadership. Who should, who could, who will, lead the country?

There's a major third party initiative stalking the land, with one goal in mind: to break through and gain a prominent place in the national consciousness as the issue of leadership is debated, fought over, and decided.

The coming political season will be like nothing in recent memory, and quite possibly a throwback to earlier times when life was wilder. There's going to be a brawling, kicking, put-on-the-brass-knuckles row, such as we haven't seen in a long time. If anyone thinks the presidential election is going to be about issues, think again. It ain't. It's going to be a very American sport; the one sport that drives all Americans wild, whether their families came over on the Mayflower or just crossed the boundary line south of San Diego.

The name of the game is survival of the fittest. Which means that money, driving determination, and lady luck will largely decide the outcome.



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BPA CONSUMER MAGAZINES MPA

Music's Where the Money Is

20 top grossing names in music, film, and TV.

By Michelle Vachon

Hispanic entertainers have been trimphant in music, successful in film, and weak in television during 1991-92. Right now, according to the second annual HISPANIC BUSINESS survey of top grossing artists, the music industry dominates in both box office take and prestige.

The number 1 reason for this is Julio Iglesias, who leads our pack of 20 superstars by a wide money-earning margin. HISPANIC BUSINESS estimates his gross revenues at more than $77 million for 1991-92, the two year ranking period used for this listing.

Mr. Iglesias was also the clear winner last year, when we estimated his take for 1990-91 somewhat higher. (Our increased deductions for concert related expenses this year may explain much of the difference.)

Holding on to the number 2 position is another singer, Gloria Estefan. HISPANIC BUSINESS estimates her total take for 1991-92 at $45.6 million. At that level, Ms. Estefan places well ahead of three other stars who should gross between $25 million and $35 million in 1991-92.

These high-flying headliners are singer Mariah Carey, Geraldo Rivera, the only Hispanic to pull down megabucks in the television industry, and music producer Emilio Estefan (Gloria's husband). We estimate Ms. Carey's earnings for the two-year period at $35.4 million, and project $27 million for Mr. Rivera and $25.8 million for Mr. Estefan.

A newcomer to the top 20 entertainers this year, Ms. Carey is a singing sensation who rose to the top ranks based on sales of the first three albums she ever recorded. This new star, whose father is from Venezuela, wrote most of the material for the album that introduced her to a fanatical public—"Mariah Carey." She went on to record a second best selling album, "Emotions," and just released a third, titled "Unplugged."

All of these 20 top grossing stars have one thing in common: they are all hits with the mainstream audience. While some of them continue to perform in Spanish, all are "cross-over" stars.

The top 20 list includes no studio executives as yet, but Ricardo Mestres looks like a good bet for the future. As president of Hollywood Pictures (a production company owned by Walt Disney Pictures), Mr. Mestres has released films grossing over $150 million so far in 1992. Another year like that, and his earnings based bonuses may put him in the running.

JULIO IGLESIAS

As a man who flies around the world in his own $17 million jet, Julio Iglesias may be earning a little less now than in the '80s, but with a gross take of around $40 million a year after concert expenses, he easily holds his own as number 1 on the HISPANIC BUSINESS directory of top entertainers. The Spanish born singing superstar recently launched a hot selling new album—his 67th—titled "Calor," during a three month tour of South America and Europe. Subsequent tours will be in West Africa, the Far East, and Australia. His schedule of 174 concerts for 1992 will end in Las Vegas. Meantime, every few seconds some radio station somewhere in the world plays one his songs–which are produced in six languages.

GLORIA ESTEFAN

Recovered from a nearly crippling back injury suffered while on tour, international pop superstar Gloria Estefan went on tour again in March 1991, this time on a circuit that took in five continents—through Europe, Australia, Mexico, Central and South America, and Southeast Asia. By March 1992 she had played live to well over 1.5 million people, bringing her estimated gross earnings after concert expenses to $45.6 million for 1991-92. This "Into the Light" tour took its name from Ms. Estefan's 1991 blockbuster "Into the Light" album—her fourth to sell more than 1 million copies. Ms. Estefan says she will release an album of her "Greatest Hits" this fall.

Photo by Diego Uchitel

TOP 20 HIGHEST PAID HISPANIC HEADLINERS, 1991-92

(Gross revenues in $ millions)

	Artist	1991	1992	2-year Total
1.	Julio Iglesias	$35	$42	$77
2.	Gloria Estefan	$33.6	$12	$45.6
3.	Mariah Carey*	$20.4	$15	$35.4
4.	Geraldo Rivera	$12	$15	$27
5.	Emilio Estefan	$18.3	$7.5	$25.8
6.	Placido Domingo	$5	$9.6	$14.6
7.	Andy Garcia	$3	$9	$12
8.	Charlie Sheen	$3.5	$8	$11.5
9.	Linda Ronstadt	$6.2	$4.25	$10.45
10.	Emilio Estevez	$5	$5.25	$10.25
11.	Jerry Garcia (Grateful Dead)	$4.6	$4.1	$8.7
12.	Tito Puente	$3.76	$4.3	$8.06
13.	Raul Julia	$3.5	$4.5	$8
14.	Edward James Olmos	$2	$5	$7
15.	Steven de Souza	$2	$3.75	$5.75
16.	Kenny Ortega*	$2	$3	$5
17.	Paul Rodriguez*	$2	$2.5	$4.5
18.	Mark Calderon* (Color Me Badd)	$1.8	$2.4	$4.2
19.	Bill Melendez*	$2	$2.1	$4.1
20.	Neal Jimenez*	$1.5	$2.5	$4

* New to the listing this year

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MARIAH CAREY

When "Mariah Carey" (the album) was released in May 1990, the career of Mariah Carey (the woman) took off. With more than 5 million copies sold here and 7 million worldwide, the album is "platinum"—1 million sold—many times over. Ms. Carey, who writes and produces her own material, subsequently turned out a second mega-hit album on the Columbia label, titled "Emotions," and just released a third, "Unplugged," plus a reprise of the Jackson Five single "I'll Be There." All this adds up to an estimated gross of $35.4 million for 1991-92, not to mention an American Music Award this year for "favorite soul/R&B artist."

Geraldo Rivera

Geraldo Rivera's recently published memoir, *Exposing Myself*, inspired NBC's "Perry Mason" series to feature him as a sleazy talk show host who is murdered after publishing a too revealing autobiography, in "The Case of the Reckless Romeo." All of which bolstered the image of humor and chutzpah that marks the man's public persona. Mr. Rivera hosts two daily television talk shows: "Geraldo," and "Now It Can Be Told," which appear on close to 140 TV stations nationwide. Together, these activities garnered estimated gross revenues of $12 million in 1991, and should boost him to $15 million in 1992, for a two year total of about $27 million. And, yes, his real name is Geraldo Rivera, not Jerry Rivers.

Emilio Estefan

Emilio Estefan is a hugely successful music producer and manager, who started the group Miami Sound Machine before his future wife Gloria Estefan ever came along. With estimated gross earnings of $25.8 million for 1991-92, Mr. Estefan has his own recording studio and also organizes and produces Ms. Estefan's albums, videos, and concerts, including the 1991-92 world tour. Another hot name in his string is singer/songwriter John Secada, who went to the top of the charts with his first album: "Secada."

Photo by Winnie Klotz

Placido Domingo

One of the world's great operatic tenors, Placido Domingo has six albums on the top charts, including two featuring "Three Tenors"—himself, Luciano Pavarotti, and Jose Carreras. Their video "Three Tenors in Concert" has been in the top 25 for nearly two years. Mr. Domingo will also star in a three-part televised version of the opera "Tosca," to be done on location in Italy this month and aired on PBS next fall, with later video sales. Additionally, he will give approximately 50 performances in the world's major capitals during 1992, at $75,000 to $100,000 each. We estimate that the famous tenor's gross from appearances and recording revenues will almost double in 1992, from $5 million in 1991 to $9.6 million, for a two year grand total of about $14.6 million.

Andy Garcia

Andy Garcia became a superstar in 1990 when he played Vincent Mancini in "The Godfather Part III." This year he has shot two features—"Hero," with Dustin Hoffman and Geena Davis, to be released later in 1992 by Columbia Pictures, and "Jennifer Eight," with John Malkovich, for August release by Paramount. Mr. Garcia has also been approached by Warner Brothers to star in the story of famous environmentalist Chico Mendes, who was assassinated trying to save Brazil's rain forest in 1988. Now the actor is trying to sell his own pet project—the story of Federico Fellobe Fico, who owned Havana's famous pre-revolution Tropicana Cabaret. At about $3 million per film, Mr. Garcia should gross about $12 million for 1991-92.

Photo by Jack Rowland

Charlie Sheen

Charlie Sheen has settled down to making wild films. Like last year's "Hot Shots!" in which he stars as a renegade pilot in a fabulously successful spoof of "Top Gun." The box office take for that film exceeded $68 million in 1991—good enough to call for a sequel, "Hot Shots II," to be shot this fall. Meanwhile, Mr. Sheen just starred in "Fixing the Shadow," in which he plays an undercover cop perilously close to identifying with his outlaw role. Considering his price of $4 million a film, his two year gross should be $11.5 million.

Linda Ronstadt

Singer Linda Ronstadt did 25 highly successful albums in English before crossing over to Spanish with "Canciones de Mi Padre" in 1987. Since "Canciones" was good enough to go platinum—more than 1 million copies sold—the Tucson native went on to record a second album of Mexican songs ("Mas Canciones"), and another ("Heart Like a Wheel"), that went platinum last year. Ms. Ronstadt begins a tour in August with Los Comperos de Mexicano (folkloric dancers), scheduled for major venues including New York's Radio City Music Hall. Her albums continue to sell very well even though she does not tour as extensively as some of the other top concert artists. Her gross revenue is therefore estimated at $6.2 million last year and slightly less, $4.25 million, for 1992.

Emilio Estevez

As the son of actor/director Martin Sheen, brother of actor Charlie Sheen, and husband of singer Paula Abdul, film star Emilio Estevez is firmly wired into the Hollywood establishment. Best known for the high school jock role that really launched him in "The Breakfast Club," he has costarred in "Young Guns" and "Young Guns II," and starred late last year with Mick Jagger in the futuristic Warner Brothers film "Freejack." This spring he shot a Walt Disney Pictures film "Mighty Ducks," to be released later in 1992. In that role, Mr. Sheen plays an arrogant young lawyer who gets sentenced for a drunk driving charge and becomes an inner city kids' hockey coach. With a probable asking price of $2.5 million a film, he should gross $10.25 million for 1991-92.

Photo by Susana Millman

Photo by Dean Williams

Jerry Garcia

Rock guitarist and vocalist Jerry Garcia is leader of the Grateful Dead. After 27 years of box office success and fanatical loyalty from their "Deadhead" fans, the Dead are in a class by themselves. No other group earns more for its concerts, year in, year out. The Dead grossed an estimated $35.2 million in 1991 alone. Even after accounting for very high concert expenses, Mr. Garcia's share, plus proceeds from a successful 1991 tour and album that he did with his own band, should bring his two year total to about $8.7 million.

Tito Puente

After 56 years as a highly regarded musician, composer, vocalist, arranger, and conductor, Tito Puente, the long undisputed "King of Latin Jazz" made a stellar feature film debut late last year in Warner Brothers' story of Cuban band leaders, "The Mambo Kings." His latest album, released in early 1992—"Mambo King, the 100th LP"—indeed put him at the 100 mark. Known as a child prodigy when he began performing at age 13 with local bands in Spanish Harlem, Earnest Anthony Puente Jr. has written more than 400 published compositions and won three Grammy awards. With an amazing schedule of 200 to 300 concerts a year, plus what he gets from album sales, Mr. Puente probably grossed $3.76 million in 1991 and can anticipate $4.3 million this year.

Raul Julia

It's difficult to be a movie goer and not see actor Raul Rafael Carlos Julia y Arcelay on the screen. This native of Puerto Rico, known as Raul Julia, has appeared in at least 25 feature films and countless stage plays over the past two decades, playing ethnic and mainstream parts with equal ease. Successful recent film appearances include "Kiss of the Spiderwoman" (1985), "Moon Over Parador" (1988), "Romero" (1989), "Presumed Innocent" (1990), and last year's smash, "The Addams Family" ($113 million in ticket sales and still counting, as Paramount talks about the sequel). He starred on Broadway recently in "Man of La Mancha," bringing his estimated gross for 1991-92 to $8 million.

Edward James Olmos

Photo by Tony Friedman

If the public starts thinking of film and television star Edward James Olmos as the ruthless crime lord Santana in "American Me" rather than as the stern Lieutenant Castillo in "Miami Vice," that's all right with him. Mr. Olmos says he worked for 17 years to bring "American Me" to the screen. He spent two more years developing the screenplay, signed on to star in the Universal Studios release, and then made his debut as a director and producer for the film as well. With five upcoming films, Mr. Olmos will probably gross $7 million for 1991-92.

Steven de Souza

Script writer Steven de Souza, who now grosses more than $1 million per feature film script, is busy. He just wrote a western titled "Hickok and Cody" for Warner Brothers, he is currently writing a script for Paramount's planned "Beverly Hills Cop III," to be shot in October, and he has three television projects in the works. Later this year he will also make his debut as a film director—with Warner's "Sea Devils," using a script he wrote on spec. Filmed on location in Jamaica, the movie will feature an ethnically mixed cast fighting the slave trade 150 years ago. Mr. de Souza moved into a higher price bracket with "Beverly Hills Cop III," and should almost double what he grossed last year in 1992—up from about $2 million to $3.75 million, for a two-year total of $5.75 million.

Kenny Ortega

Photo by Andrew Cooper

With Kenny Ortega one thing just keeps leading to another. As a teenager in Northern California, his passion was acting. Then he added an interest in music and dance, and gained attention as choreographer for a TV special. From there, Mr. Ortega began doing stage, film, and music video choreography for the likes of Cher, Bette Midler, and Miami Sound Machine. Later he directed a couple of TV series. And this spring he both directed and choreographed a Disney film titled "Newsies." Now he's signed up to direct Disney's film "Hokus Pokus," starring Ms. Midler, and will stage and choreograph Michael Jackson's upcoming world tour—bringing his gross revenues to an estimated 85 million for 1991-92.

Paul Rodriguez

This cross-over comedian has his own bilingual talk show on the Univision network, "El Show de Paul Rodriguez." But he appears almost as often in English language TV and films. Mr. Rodriguez will do his second special for Fox Television this fall, interviewing the Hell's Angels and Bikers for Jesus at America's premiere bikers convention. Also this fall he will appear in the film "Made in America," with Whoopi Goldberg and Ted Danson. All this boosts his estimated gross to 84.5 million for our two year tracking period.

Mark Calderon

Singer Mark Calderon and his group Color Me Badd are a soft-spoken quartet of 21-year-olds from Oklahoma who reached the Top Five in 1991 with their first single, the double platinum "I Wanna Sex You Up." The young men, who describe their music as "doo wop hip-hop," have since scored a hit album, "C.M.B.," and several singles, to accumulate three Grammy nominations, three Soul Train Award nominations, and one American Music Award. Mr. Calderon is Mexican American. His partners are Anglo American, Native American, and African American. Noted for their politeness and punctuality, the quartet are on tour this summer with Paula Abdul, and will be releasing a new album soon. Mr. Calderon's share of the gross should be 84.2 million for 1991-92.

Bill Melendez

Top animator Jose Cuauhtemoc (Bill) Melendez gets paid for child's play. Best known as the producer of the "Peanuts" TV specials—his 49th special will air this December on CBS—Mr. Melendez, now 75, still runs the studio he founded in 1964 and still does much of the animation himself. Considered one of the top three independent animators in the industry, this native of Mexico started working for Walt Disney in 1938 during the production of the film "Fantasia," and has remained in Hollywood ever since. In addition to "Peanuts," Mr. Melendez has produced more than 1,000 animated commercials. Currently he is directing an updated version of "Frosty the Snowman." His gross for 1991-92 should be about $4.1 million.

Photo by Rene Sheret

Photo by Bill Nation

Neal Jimenez

Script writer Neal Jimenez also launched himself as a director of note this year with his autobiographical film "Waterdance." The film, which received excellent reviews, is an upbeat Columbia/Goldwyn production dealing with Mr. Jimenez's own experiences and adaptation after a serious hiking accident in 1984 that left him permanently paralyzed and confined to a wheelchair. He has since scripted and directed another film, Universal's "The Sweet Hereafter," due out later this year. Mr. Jimenez also co-wrote "For the Boys," starring Bette Midler and James Caan in the story about the USO in three wars, and wrote Robert Redford's upcoming release "Dark Wind," based on the Tony Hillerman Navajo mystery series. Currently he is writing "The Sweet Hereafter," for Universal. These films should boost his gross to $4 million for 1991-92.

About Our Sources

Our estimates of the Hispanic headliners' grosses for 1991-92 were developed through multiple-sourced research that involved digging, cross-checking, and checking yet again. The figures we considered came from managers, publicists, press agents, lawyers, industry experts, trade publications and statistics, as well as networks, film studios, and recording labels. Our final figures are considered the "most likely," and always on the conservative side.

We sincerely thank all the many people who helped us, with special thanks to *Billboard* magazine for statistics on record sales and chart ratings, and to entertainment trade paper *Amusement Business* for gross concert sales.

Finally, we thank our Entertainment Issue Consultant, Alan Gansberg, who helped us identify sources and assess results. Mr. Gansberg, a well known screenwriter and author and for many years an editor of *The Hollywood Reporter*, is now on contract with CBS and Interscope Productions.